

# Statement of Environmental Effects

## Projection Mural

### Stadium Australia



Prepared by



Strategic Planning Services

on behalf of  
Venues NSW

August 2025

## Contact

CW Strategic Planning Services  
14 Milham Crescent  
Forestville NSW 2098  
Email: [wilson.c@optusnet.com.au](mailto:wilson.c@optusnet.com.au)  
ABN: 57391501831

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# Table of Contents

<b>1</b>	<b>Introduction.....</b>	<b>3</b>
<b>2</b>	<b>The Site .....</b>	<b>4</b>
2.1	The Site.....	4
2.2	Surrounding Development .....	7
<b>3</b>	<b>Proposed Development.....</b>	<b>8</b>
3.1	Background .....	8
3.2	The Proposed Development.....	9
<b>4</b>	<b>Strategic Planning Framework .....</b>	<b>15</b>
4.1	Greater Sydney Region Plan and Central City District Plan.....	15
4.2	NSW State Infrastructure Strategy 2022-2042 .....	15
4.3	Future Transport Strategy .....	15
4.4	Sydney Olympic Park Master Plan 2030 and 2050.....	15
<b>5</b>	<b>Statutory Planning Framework.....</b>	<b>16</b>
5.1	Sydney Olympic Park Authority Act 2001 & Environmental Guidelines 2008.....	16
5.2	State Environmental Planning Policy (Precincts - Central River City) 2021 .....	16
5.3	Master Plan 2030 .....	18
5.4	Draft Master Plan 2050 & Draft SEPP Amendment.....	20
5.5	State Environmental Planning Policy (Industry and Employment) 2021.....	23
5.6	Sydney Olympic Park Commercial Signage Policy .....	28
<b>6</b>	<b>Assessment of Key Issues .....</b>	<b>36</b>
6.1	Urban Design and Visual Impacts.....	36
6.2	Heritage.....	38
6.3	Illumination: Amenity and Road Safety .....	39
6.4	Social and Economic Benefits.....	41
<b>7</b>	<b>Section 4.15 Assessment .....</b>	<b>42</b>
<b>8</b>	<b>Conclusion .....</b>	<b>43</b>

# 1 Introduction

This Statement of Environmental Effects (SEE) has been prepared by CW Strategic Planning Services on behalf of Venues NSW (the Applicant) to accompany a development application (DA) to Sydney Olympic Park Authority (SOPA). SOPA is the delegate for the Minister for Planning and Public Spaces, under Part 4 of the Environmental Planning and Assessment Act 1979 (EP&A Act) for the installation and operation of a projection mural on the eastern façade of Stadium Australia.

The proposal follows an announcement by the Premier of NSW Chris Minns and the Minister for Sport Steve Kamper that the NSW Government has commissioned a giant mural at Stadium Australia to celebrate the Matildas' historic success at the FIFA Women's World Cup 2023.

Specifically, this Development Application seeks SOPA's approval:

- to install and operate 3 x projectors with associated equipment on 3 of the Plaza Lighting Towers (Towers 2, 3 and 6), located in the pedestrian forecourt adjacent to the stadium.
- to project images onto part of a louvred element of eastern façade of the Stadium, with the projected image occupying an area of 798m<sup>2</sup> (57 m wide x 14m high).
- the default display to be a public artwork, specifically an animation of an original painting celebrating the Matildas' World Cup campaign.
- flexibility to use the display for other purposes on occasion, such as community messaging and wayfinding during major events, non-commercial venue partner messaging and branding, special event promotion, use in conjunction with other government and community initiatives (such as Vivid), vision from past events or live site vision.

A detailed description of the proposal is provided in Section 3.

This report provides an overview of the site and its context, a detailed description of the proposed development, the planning framework and an environmental assessment of the development against the relevant matters under section 4.15 of the *Environmental Planning and Assessment Act, 1979*.

This SEE should be read in conjunction with the following plans and reports that accompany the DA:

- Appendix A: Architectural Plans & Photomontages *The Electric Canvas*
- Appendix B: Light Spill information *The Electric Canvas*



## 2 The Site

### 2.1 The Site

The proposal relates to the site of 'Stadium Australia' currently commercially known as 'Accor Stadium', including the pedestrian forecourt area to the east of the stadium.

The street address of the stadium is 15 Edwin Flack Avenue, Sydney Olympic Park, and the site is legally described as:

- Lot 4000, DP 1004512 (the Stadium building and structures); and
- Part of Lot 4001, DP 1004512 (the surrounding pedestrian plaza which includes one of the lighting towers proposed to be used
- Part of Lot 360, DP 1285422 (the road reserve of Olympic Boulevard which includes part of the pedestrian plaza and two of the lighting towers proposed for use)

Sydney Olympic Park is located within the City of Parramatta local government area (LGA), approximately 14 km west of the Sydney Central Business District (CBD) and 8 km east of the Parramatta CBD. It covers an area of 640 hectares, comprising 430 hectares of greenspaces/parkland and a 210- hectare town centre.

The subject site is located within the Stadia Precinct, in the western part of Sydney Olympic Park Town Centre.

Figures 1 – 3 demonstrate the site's location.



**Figure 1: Site location (outlined yellow) in the context of Sydney Olympic Park**  
(base image source: Sydney Olympic Park Master Plan 2050)





**Figure 2: Site Location**

Approximate location of projection on building façade shown in red. Location of three projectors circled yellow. (base image source: NSW Planning Portal Spatial Viewer)



**Figure 3: Aerial image of the site**

Approximate location of projection on building façade shown in red. Location of three projectors circled yellow. (base image source: Google Earth)



Stadium Australia was opened in 1999 for the 2000 Olympic and Paralympic Games and currently hosts a range of international and national sporting teams, tournaments and events, live concerts and other major events.

The forecourt in front of the stadium includes a range of structures, including several of the Plaza Lighting Towers. The towers were also constructed for the 2000 Olympics and were designed to provide a range of different infrastructure functions on small / elevated footprints so that large crowds of people could still flow easily between the venues. Each tower is powered by a bank of solar panels.

The forecourt also includes 'Games Memories', a public artwork consisting of 480 poles identifying memories which made the Games special to many.



**Figure 4: Subject site as viewed from corner of Dawn Fraser Avenue and Olympic Boulevard**  
Plaza Lighting Towers and 'Games Memories' visible in the mid-ground.  
(base image source: Google Earth)

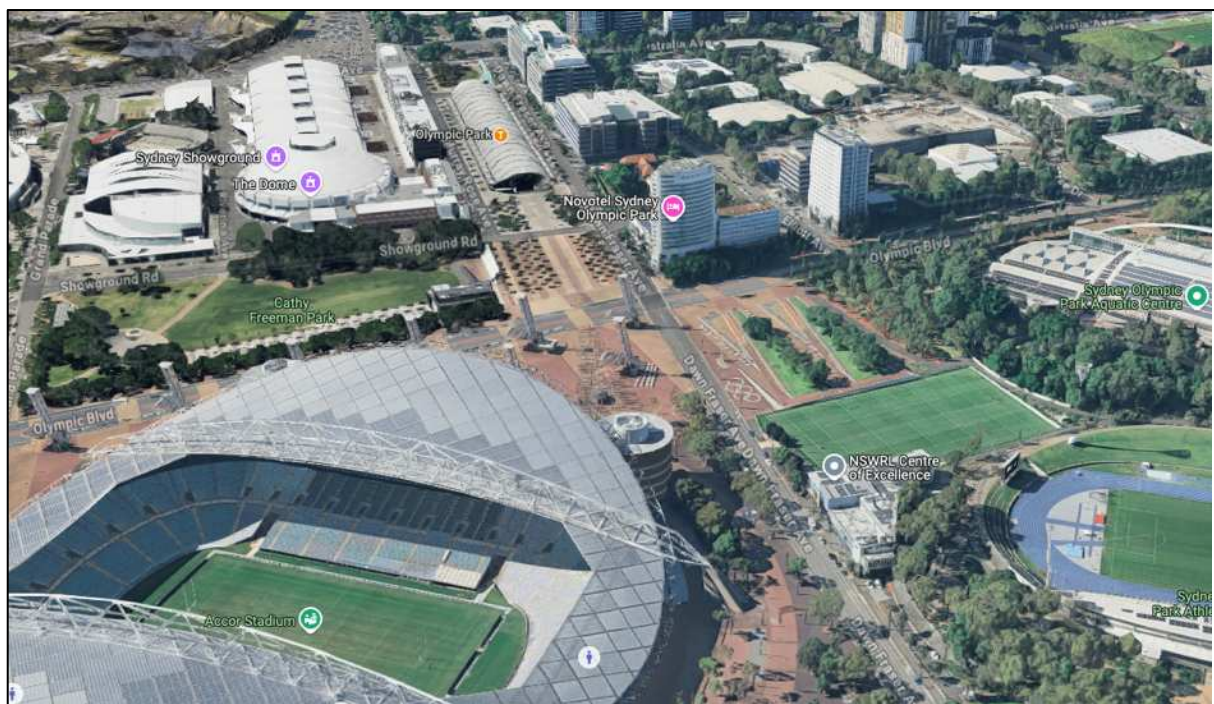
## 2.2 Surrounding Development

Following the 2000 Olympics, Sydney Olympic Park underwent a significant urban transformation into a vibrant high density mixed-use precinct.

While Sydney Olympic park continues to be one of Sydney and Australia's premier sporting and entertainment precincts, it now also supports a town centre with a range of commercial office, retail and residential uses, expansive urban parklands, important heritage areas and protected ecological habitats.

The character of the surrounding area can be seen in Figures 1 – 4. Key development immediately adjacent the site includes:

- Cathy Freeman Park to the east of the site, which includes the heritage listed Olympic Cauldron.
- Beyond the park is the Central Precinct which comprises hotels, commercial buildings, retail uses and the Train Station.
- The Novotel Hotel is the closest building to the proposed projection mural, approximately 230 m to the east of the site, diagonally opposite the intersection of Dawn Fraser Avenue and Olympic Boulevard.
- Fig Grove Park and The NSW Rugby League Centre of Excellence are located to the south of the site.



**Figure 5: Aerial image showing adjoining development to the east of the site**  
(base image source: Google Earth)



## 3 Proposed Development

### 3.1 Background

On 20 August 2023 the Premier of NSW Chris Minns and the Minister for Sport Steve Kamper announced that the NSW Government had commissioned a giant mural at Stadium Australia to celebrate the Matildas' historic success at the FIFA Women's World Cup 2023. The purpose of the mural includes:

- *"NSW is the home of women's sport in Australia, and this is about recognising the moments the Matildas' brought our nation to a standstill"* (Chris Minns)
- *"It will be a daily reminder to the 10 million people who visit Sydney Olympic Park each year of the greatest FIFA Women's World Cup tournament in history and how the whole nation got behind the Matildas."* (Steve Kamper)

On 5 February 2025 the NSW Government unveiled the artist, Kirthana Selvaraj and the artwork that is proposed to be the basis for the mural projection.



**Figure 6: Artist Kirthana Selvaraj with artwork which is to be transformed into the projection mural**  
(source: supplied by Venues NSW)

## 3.2 The Proposed Development

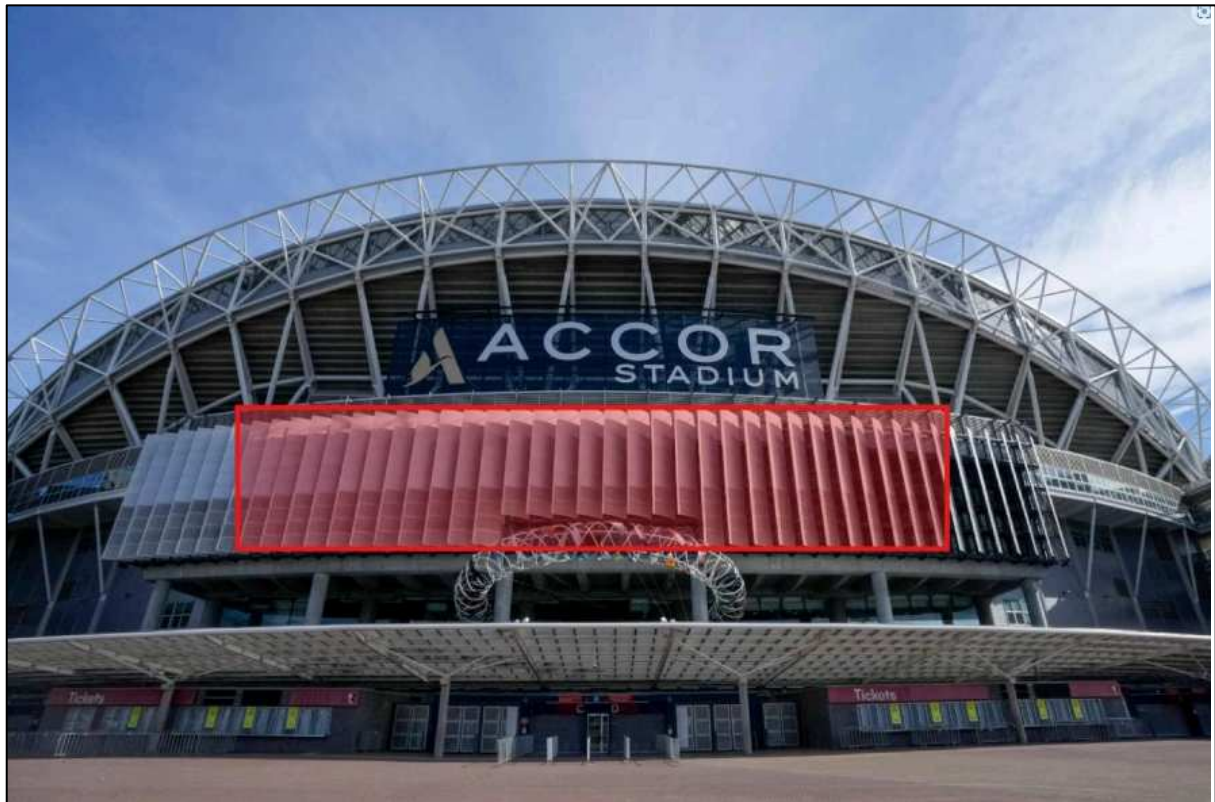
The Development Application (DA) seeks development consent for the installation and operation of a projection mural on the eastern façade of the Stadium, and use of the projection for occasional alternate content.

### 3.2.1 Mural Size and Location

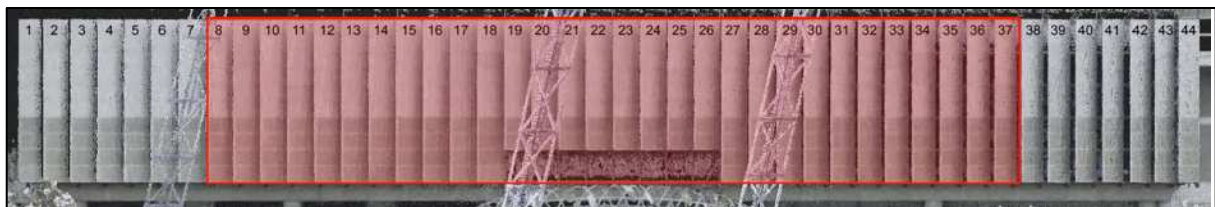
The proposed mural would be projected on to the louvres on the eastern facade of the Stadium as shown in Figure 7.

The projected mural would be 57 metres wide and 14m in height, resulting in a total area of 798m<sup>2</sup>.

As shown in Figures 7 and 8, a full capture of all the louvres will not be procured as part of the initial installation (due to budget constraints). However, the proposal includes servicing to facilitate the future addition of 2 additional projectors, which would enable the full breadth of the louvers to be covered in the future, subject to approval, should funding become available.



**Figure 7: Approximate location of proposed projection.**  
(source: Venues NSW)



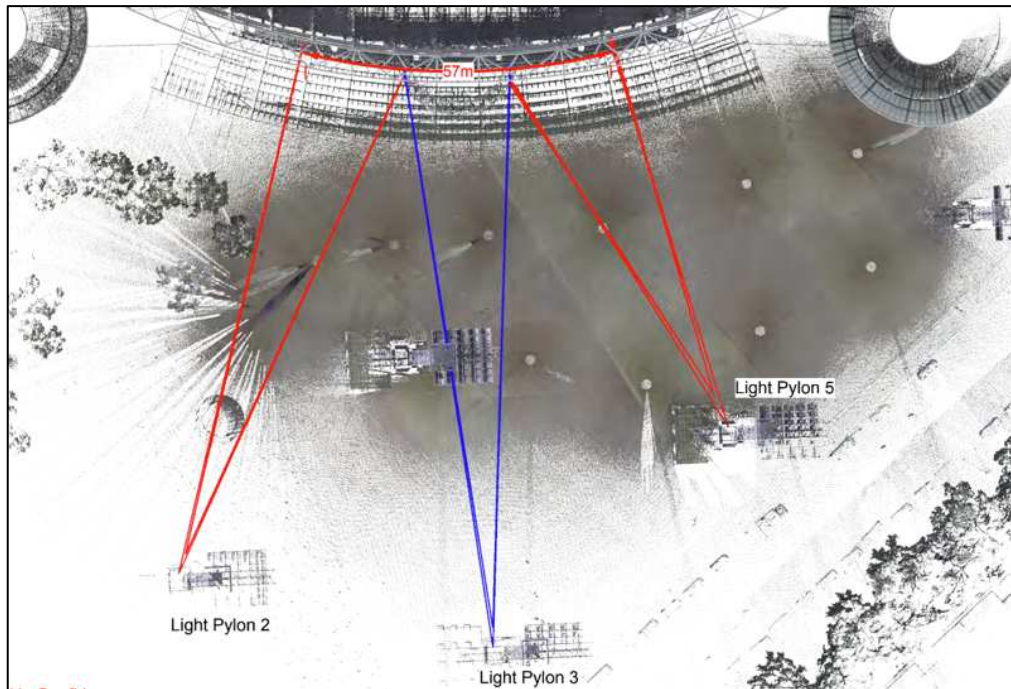
**Figure 8: Exact location of proposed projection.**  
(source: Venues NSW)



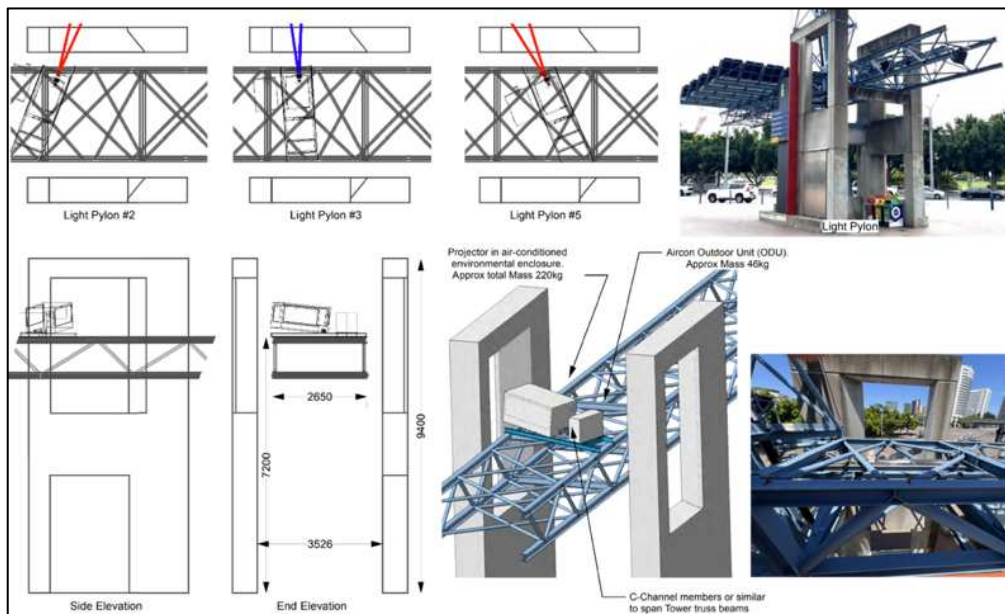
### 3.2.2 Mural Projection Equipment

The mural would be projected from 3 projectors, each located on one of the Plaza Lighting Towers (Towers 2, 3 and 5), located in the pedestrian forecourt adjacent to the Stadium.

The projectors would be located within air-conditioned enclosures, mounted on top of the main support trusses of the pylons, as demonstrated in Figures 9 and 10. Detailed design of the proposed projector installation arrangements is provided in the plans and montages at Appendix A. Steel supports would be designed and finished to match the blue-grey colour of the trusses, and the projector units would be a light grey colour to blend in with the concrete pylons, as seen in Figure 11.



**Figure 9: Extract from Site Plan showing location of proposed projectors and projection.**  
(source: The Electric Canvas)



**Figure 10: Projector Installation Concept Plans.**  
(source: The Electric Canvas)





**Figure 11: Pylon 2 existing (left) and proposed (right)**  
(source: The Electric Canvas)

Following discussions with SOPA, it is intended that the projectors will be powered using existing SOPA infrastructure at the towers. Venues NSW have engaged electrical engineers Tobco, who have confirmed that sufficient capacity is available. The current load on the electrical system is 80amps and the load from the proposed equipment is minimal and will place very little demand on the existing infrastructure. A meter will be installed for monitoring and billing purposes, in accordance with SOPA's requirements.

Light from the projectors will be elevated well above the pedestrian forecourt area (between 13.2m and 8.3m in height as shown on the plans at Appendix A) and therefore will not interfere with pedestrian amenity or activations on the forecourt area.

### **3.2.3 Projection Content: Default Mural**

The intention of the projection is to display an artwork. The initial default artwork to be displayed will range from a 30-300 second .mov file that will be played on a loop between sunset and 11.30pm seven days a week. The digital mural is based on an original oil painting, by artist Kirthana Selvaraj, which captures the key moments and players that inspired the nation during the Matildas' history making campaign at the 2023 Women's World Cup. The original artwork has been animated for digital projection by Willy-James Bernardoff and Kirthana.

The Matildas mural will be the first in a series that will commemorate the greatest moments in sport and entertainment at the Stadium, which is celebrating 25 years since the Sydney Olympic and Paralympic Games in 2025.



**Figure 12: Example of part of the proposed digital projection**  
(source: supplied by Venues NSW)



**Figure 13: Photograph of projector testing on the façade of the Stadium**  
(source: Venues NSW)

### 3.2.4 Projection Content: Alternate Uses

Although the primary purpose of the proposal is to display an artwork, the projection installation will be controlled internally by the Production Suite of Accor Stadium, and therefore can be highly responsive and reflective of any gameday or special event needs. Flexibility is therefore sought to enable the projection to also be used for other purposes.

The key purpose of alternate uses would be:

- to encourage and promote visitation to the Stadium and the Precinct,
- improve game-day and event-day atmosphere,
- provide important game-day messaging, and
- to support other government and community initiatives.

Alternate content may include:

- Venue partner branding or messaging (non-commercial) eg “Go Australia” or “Go Rabbitohs”
- Venue partner fan zones
- Venue partner images and vision from past and upcoming events (eg Sydney 2000 Olympics, Rugby League Grand Finals)



- Venue safety, wayfinding and crowd control messaging
- NSW Government travel initiatives on egress (Plan B)
- Infrastructure and transport updates
- In support of other government initiatives (eg Vivid)
- In support of other community initiatives (eg Mardi Gras, charities)
- Precinct support initiatives (eg Kings at Qudos Bank Arena)
- Tour artwork to announce concerts and other major events
- Live TV broadcast in the event the area is used as a live site.



**Figure 14: Mock-up example of alternative projection content**  
(source: Venues NSW)



**Figure 15: Mock-up example of alternative projection content**  
(source: Venues NSW)



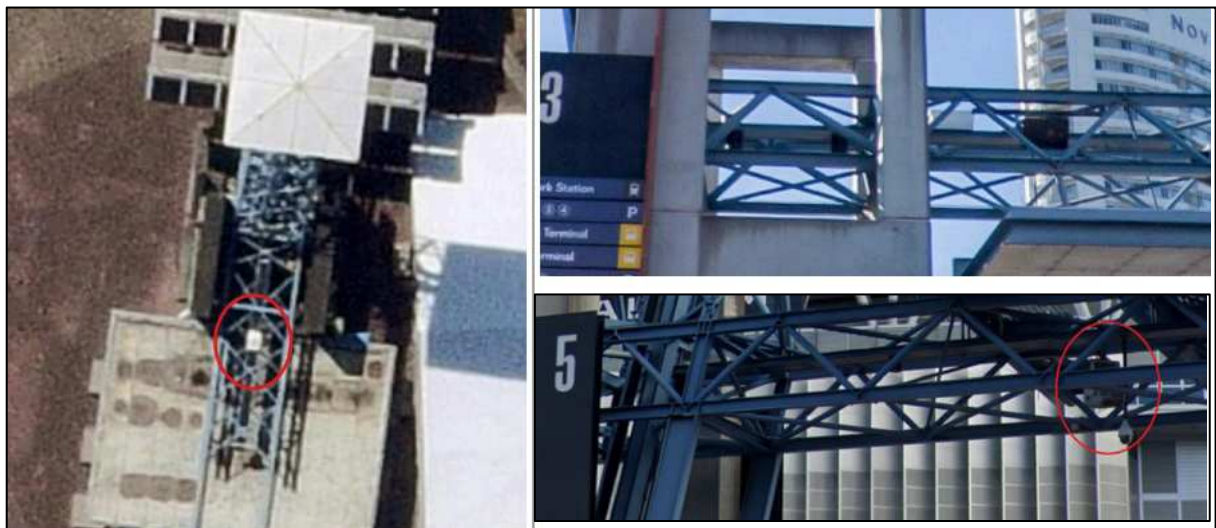


**Figure 16: Mock-up example of alternative projection content**  
(source: Venues NSW)

### 3.2.6 Removal of Redundant Equipment

To ensure the projection equipment does not materially add to visual clutter within the lighting towers, some redundant equipment on the towers has been identified and can be decommissioned and removed as part of the current application, if considered suitable for removal by SOPA. Redundant equipment that can be removed includes:

- Misting / water spray devices no longer in use located on the top of Towers 3 & 5
- A redundant projector located on the top of Tower 5.



**Figure 17: Redundant misting devices and Projector on Tower 5**  
(source: Venues NSW)

## 4 Strategic Planning Framework

### 4.1 Greater Sydney Region Plan and Central City District Plan

The Greater Sydney Region Plan – A Metropolis of Three Cities (the Region Plan) sets out the NSW Government's 40-year vision and establishes a 20-year plan to manage growth and change for Greater Sydney. The Region Plan seeks to update directions and actions in A Plan for Growing Sydney and Towards our Greater Sydney 2056.

The proposed projection mural is consistent with the Region Plan, as it would support the long-term strategic vision for Sydney Olympic Park as a world-class recreation, sporting and entertainment precinct, and would contribute to the visitor economy by improving the ability of the stadium promote and attract visitors to the precinct and to major events.

The proposal is also consistent with the objectives of the Central City District Plan, as it would enhance the visitor experience of an important piece of sporting and entertainment infrastructure, could be used for messaging that would encourage use of and contribute to the efficiency of public transport infrastructure on event days, and would contribute to the NSW visitor economy.

### 4.2 NSW State Infrastructure Strategy 2022-2042

The State Infrastructure Strategy identifies the role of the NSW Government investment in its stadia network, with the aim of attracting high-value international and national events to NSW. The proposed mural represents government investment in cultural, sporting and tourism infrastructure for the benefit of the people of NSW.

### 4.3 Future Transport Strategy

The Future Transport Strategy outlines a planned and coordinated set of actions to address challenges faced by the NSW transport system to support the State's economic and social performance over the next 40 years. The proposed development has the potential to support transport initiatives, is consistent with the Future Transport Strategy, as it may be used for content which would encourage use of, and contribute to the efficiency of the public transport network on event days.

### 4.4 Sydney Olympic Park Master Plan 2030 and 2050

The Sydney Olympic Park Master Plan 2030 (Master Plan 2030) came into effect in March 2010 and provides a comprehensive approach to the long-term development of Sydney Olympic Park.

An updated Master Plan (Master Plan 2050) was exhibited in November 2024 and represents emerging and updated approach for the development of Sydney Olympic Park. It is currently under consideration following exhibition.

The proposal is consistent with the relevant objectives and controls of both Master Plans, as discussed in further detail in **Sections 5.2 and 5.3**.

## 5 Statutory Planning Framework

### 5.1 Sydney Olympic Park Authority Act 2001 & Environmental Guidelines 2008

Pursuant to The Sydney Olympic Park Authority Act 2001, the Minister for Planning is the consent authority for development within Sydney Olympic Park. The application will be assessed by the Sydney Olympic Park Authority and determined by the Minister's delegate.

Pursuant to section 20 of that Act, before carrying out any proposed development, the Authority is required to consider whether the proposed development is consistent with the Environmental Guidelines. As the proposal includes works on Authority land, consideration has therefore been given to the Guidelines.

The Environmental Guidelines for Sydney Olympic Park 2008 set out a general scheme of environmental issues and commitments that aim to implement the Environmental Policy of the Sydney Olympic Park Authority with regards to the care, control, management, and development of Sydney Olympic Park.

The objectives of the Guidelines are primarily achieved through the implementation of the Masterplan, which is also required to be consistent with the Guidelines. The proposal is demonstrated to be consistent with the both the current and proposed draft Masterplans in Sections 5.3 and 5.4 below. Otherwise, the proposal is consistent with the intentions of the Guidelines as it:

- Is an innovative, adaptive and sustainable way to display public art, requiring only projection equipment and no building materials, generating no building waste, pollution, or biodiversity impacts.
- Can be adaptively used to support the sustainable transport management objectives of the Guidelines, with event day messaging to support sustainable transport use.
- Would promote the special values which apply to the site as part of Sydney's premier major events precinct.

### 5.2 State Environmental Planning Policy (Precincts - Central River City) 2021, (Chapter 2: State Significant Precincts)

The site is within the State Significant Precinct of Sydney Olympic Park, pursuant to Chapter 2 and Appendix 4 of the Central River City SEPP. The SEPP is the primary EPI applicable to the site, and Appendix 4 includes all relevant matters for consideration.

#### 5.2.1 Clause 9: Zoning and Permissibility

Pursuant to Clause 9 of Appendix 4, the land is zoned B4 Mixed Use under the SEPP. The proposed projection is permissible in the zone, either as ancillary to the Stadium use, or in its own right.

The proposal is also consistent with the applicable key objectives of the zone, including:

- *to protect and promote the major events capability of the Sydney Olympic Park site and to ensure that it becomes a premium destination for major events*



- *to ensure that the Sydney Olympic Park site becomes an active and vibrant town centre within metropolitan Sydney*
- *to promote ecologically sustainable development and minimise any adverse effect of land uses on the environment*

The proposed mural will add to the vibrancy of the pedestrian area in front of the stadium, promotes the major events use of the Stadium and the precinct and is an innovative and sustainable way of displaying public art and messaging without the need for extensive building materials or significant environmental impact.

#### **5.2.2 Clause 23: Public Utility Infrastructure**

Clause 23 of Appendix 4 requires that development consent must not be granted for development on land within the Sydney Olympic Park site unless the consent authority is satisfied that any public utility infrastructure that is essential for the proposed development is available or that adequate arrangements have been made to make that infrastructure available when required.

The proposal does not require significant infrastructure and only incorporates electricity connection to the projectors and air conditioners and water drainage from the air conditioners. These connections will be made in accordance with the requirements of SOPA.

#### **5.2.3 Clause 24: Major Events Capability**

Clause 24 requires consideration of the impact of any development on major events, specifically, traffic generation, crowd movement, effective functioning of major event infrastructure and emergency management.

The proposed development, which will predominantly function as a projection artwork, and with associated projectors located on existing towers above the pedestrian area, would have no adverse impact on traffic generation, crowd movement, event infrastructure or emergency management.

However, being a digital projection that can be highly responsive to any changing environment, it will be possible to utilise the projection to provide information on event days to assist with crowd control or emergency management, thereby improving the major events capabilities of the site.

#### **5.2.4 Clause 25: Transport**

Clause 25 requires the consent authority to be satisfied that the development includes measures to promote public transport use, cycling and walking. The proposed development, when functioning as a projection artwork would not affect public transport use. However, it is proposed to also use the projection for public messaging, including promotion of public transport, and transport updates, where needed on event days.

#### **5.2.5 Clause 26: Masterplan**

Clause 25 requires the consent authority to consider the Master Plan. The current applicable Master Plan for the Sydney Olympic Park Site (Master Plan 2030) is considered in Section 5.3 below. The draft master plan (Master Plan 2050) is also considered in Section 5.4. The proposal would not result in any inconsistencies with either plan.

#### **5.2.6 Clause 30: Design Excellence**

Clause 30 requires consideration of design excellence for development that involves erection of a new building or external alterations to an existing building. In this case, as no physical changes are proposed to the stadium (the projection of light at night is not an external 'alteration'), the

design excellence provisions do not strictly apply. Nevertheless, the proposal is consistent with relevant matters for consideration under the clause as it will:

- highlight elements of the architectural design, materials and detailing of the stadium;
- provide additional visual interest to the external appearance of the building;
- add to the quality and amenity of the adjacent public domain; and
- not affect sustainable design principles of the building in terms of sunlight, natural ventilation, wind, reflectivity, visual and acoustic privacy, safety and security and resource, energy and water efficiency.

### 5.2.7 Clause 31: Heritage Conservation

Clause 31 requires consideration of heritage impacts. The site does not contain a heritage item, nor is it within a conservation area. It will also not have any adverse impacts on nearby heritage items, which include:

- **The Olympic Cauldron** in Cathy Freeman Park, located 175 m to the north-east of the proposed projection. The Olympic Cauldron is an item of State Heritage Significance “as the culmination of the opening ceremony of the Sydney Olympic Games on 15 September 2000 and a reminder of Sydney's success and honour in having hosted the Millennium Games”.
- **The Abattoir Heritage Precinct**, located 300m to the east of the site, is a collection of 5 buildings which previously formed the administrative core of the State Abattoirs but are now used for various sporting administration offices and visitor facilities.

As discussed in Section 6.2 below, the proposed projection will not result in any adverse impacts to the heritage significance of these items.

## 5.3 Master Plan 2030

The Sydney Olympic Park Masterplan 2030 applies to land within the Sydney Olympic Park Town Centre and sets out detailed planning guidance to provide a comprehensive approach to development in Sydney Olympic Park. The site is situated within the Stadia Precinct within the Masterplan. Although the majority of the controls are designed to apply to structures and therefore have limited application to the proposed projection, consideration has been given to the intention of the controls in the relevant sections of the Masterplan as follows.

**Table 1 | Consideration of Sydney Olympic Park Master Plan 2030 Development Controls**

Section	Consideration
<b>Part 4.0: General Controls and Guidelines</b>	
Sustainability	The proposal is consistent with the intention of the controls, being an innovative way of displaying public art and messaging without the need for extensive building materials.
Public Domain	The proposal does not affect use of the public domain, with all projection equipment to be installed on existing towers specifically designed to minimise the footprint of infrastructure within the public domain. The proposal also contributes to the atmosphere, amenity and sense of activation in the public domain adjacent to the Stadium and the precinct as a whole.
Event Access and Closures	The proposal does not affect event access or street closures.

Land Uses and Density	The Masterplan identifies the pedestrian area surrounding the stadium as suitable for Mixed Commercial and Entertainment uses. The proposal is consistent with the range of uses expected in a mixed commercial and entertainment area.
Building Form and Amenity	The proposal does not affect the existing built form or associated amenity considerations. Although the controls require submission of a Waste Management Plan with all DAs, as no building works are proposed, a waste management plan is not considered necessary in this case.
Access and Parking	The proposal does not affect access or parking.
Transport Strategies and Infrastructure	The proposal does not affect transport requirements. As described in Section 3, the proposal may assist with transport messaging during major events.
Landscape and Site	The proposal will not affect existing open space, landscaping or stormwater management.
Community Facilities	The proposal will not affect any community facilities identified by the Master Plan.

#### Part 5.4: Stadia Precinct

Description	<p>The proposed projection would not result in any inconsistencies with the description of desired future character of the Stadia Precinct, noting it has the capacity to:</p> <ul style="list-style-type: none"> <li>• <i>'retain and preserve large buildings with sculptural roofs and iconic light towers to preserve the legacy and event function of the precinct'</i> - as it would deliver a large public artwork without affecting the architecture of the iconic stadium, would not materially affect the appearance of the light towers, and would include content that is consistent the legacy and event function of the precinct</li> <li>• <i>'improve the attractiveness and usability of the precinct with complementary developments around venues to activate the precinct'</i> – as it would provide a complementary development with multiple purposes which would contribute to the atmosphere and activation around the stadium</li> <li>• <i>'integrate with existing public art installations'</i> - as it would provide an additional public art installation to celebrate the legacy of the site, and would not interfere with the existing public art installation at the ground level</li> </ul>
Site Configuration & Floor Space	The proposal would have no impact on existing site configuration or floor space
Land Use	The Masterplan identifies the pedestrian area surrounding the stadium as suitable for Mixed Commercial and Entertainment uses. The proposal is consistent with the range of uses expected in a mixed commercial and entertainment area.
Building Height, Zones and Setbacks	The proposal would have no impact on building heights, zones or setbacks
Event Controls	The proposal does not affect event access or street closures.
ANZ Stadium and Arena Controls	<p>The proposal is consistent with the intention of specific controls applicable to the Stadium, particularly the following controls:</p> <ol style="list-style-type: none"> <li>1. <i>Complementary development between the Stadium and the Arena and Olympic Boulevard, Dawn Fraser and Edwin Flack Avenue Arena Buildings to activate these areas and support events in the Stadia Precinct.</i></li> </ol>



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9. Incorporate public artworks which currently occupy the Stadium and Arena surrounds.

10. Live screens to key frontages facing the Yulang and Fig Grove.

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## 5.4 Draft Master Plan 2050 & Draft SEPP Amendment

The Sydney Olympic Park Master Plan 2050 and associated amendments to Appendix 4 of the Central River City Precincts SEPP were exhibited in November 2024 and are currently under consideration by the Department of Planning, Housing and Infrastructure. Consideration has therefore been given to the relevant provisions of the Draft SEPP and Draft Master Plan as follows.

### 5.4.1 Proposed Amendments to Appendix 4 of State Environmental Planning Policy (Precincts - Central River City) 2021

As set out in the 'Sydney Olympic Park Master Plan 2050, Explanation of Intended Effect', it is proposed to amend Appendix 4 of the Central River City Precincts SEPP to support the new Master Plan, with key changes relating to land use zoning, building heights and floor space ratio. References to the 2030 Master Plan are also proposed to be replaced by the 2050 Master Plan.

While it is proposed to change the name of the current 'B4 Mixed Use' zone to 'MU1 Mixed Use' to reflect the transition to employment zones across the NSW planning framework, no changes are proposed to the objectives of the zone or the permissibility of the proposal. Otherwise, the proposal is not affected by building height or floor space ratio controls, and consideration has been given to the relevant controls of Master Plan 2050 below. The proposal therefore is consistent with the draft SEPP.

### 5.4.2 Master Plan 2050

Once adopted, The Sydney Olympic Park Master Plan 2050 will replace Master Plan 2030. It builds on the 2050 Place Vision and Strategy which envisions Sydney Olympic Park as Sydney's Beating Green Heart: a place energised with everyday life, is Country-first and nature-positive, and is where Sydney comes to play. Master Plan 2050 ensures that a coordinated, long term development plan is prepared for the whole of Sydney Olympic Park and outlines detailed precinct controls to guide sustainable growth. Consideration of Master Plan 2050 is set out in Table 2.

**Table 2 | Consideration of Sydney Olympic Park Master Plan 2050 Development Controls**

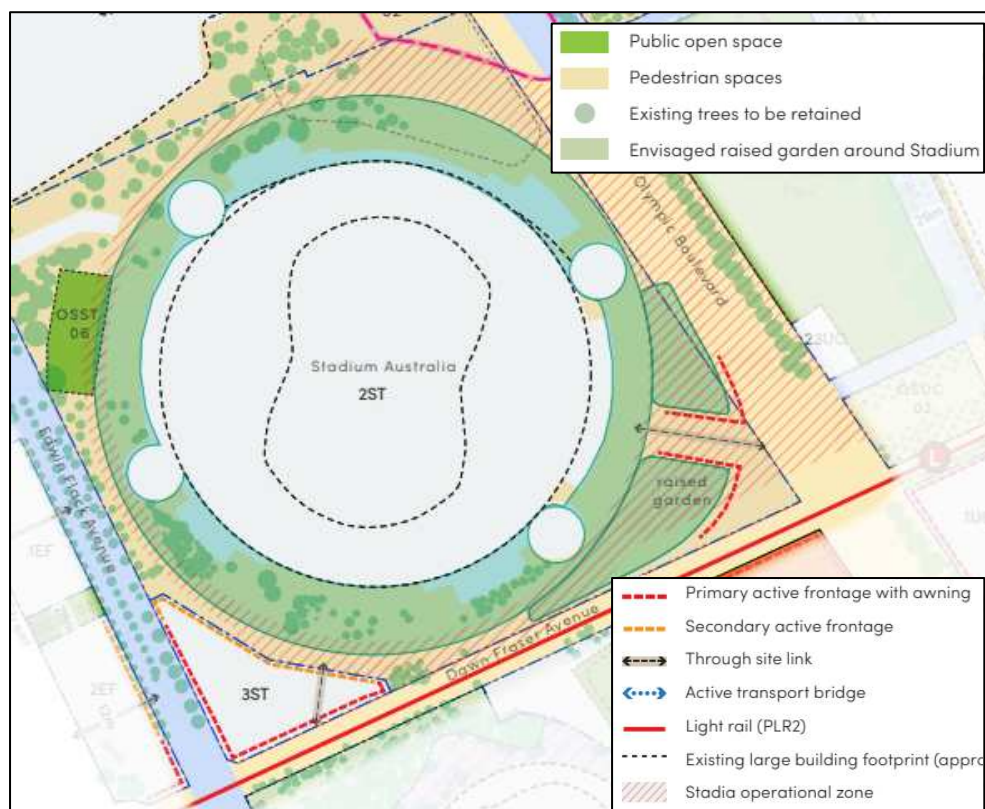
Section	Consideration
<b>3. General Controls</b>	
Embedding Country	The proposal would not detract from Master Plan principles within Sydney Olympic Park relating to 'movement of water', 'green heart' and 'cultural connections'. The highly flexible and adaptive display may provide future opportunities for acknowledgement of Country and as well as potential opportunities for future artwork and messaging in consultation with Aboriginal groups which facilitates and recognises Connection to Country.
Heritage	The site is not heritage listed or within a conservation area, nor will it result in any adverse impacts on the significance of nearby items or areas: refer to discussion in Section 6.2.
Master Plan 2050 Sites	This section identifies site areas and permissible FSR. The proposal will have no impact on area or FSR.

Design Excellence	This section relates to new buildings and is not applicable to the proposed projection. Nevertheless, the proposal meets the intention of the design excellence provisions of the SEPP, as discussed in Section 5.2 above.
Ecology & Environmental Sustainability	The Master Plan identifies the potential for improvements in terms of urban biodiversity and tree canopy intensification, through the provision of additional tree and understory planting, including within the pedestrian plaza where the proposal is located. The proposal would not preclude or inhibit future tree planting and landscaping as discussed under layout and land use below. The proposal would otherwise not affect achievement of objectives within the precinct set out in the Master Plan related to 'water systems', 'conservation and protected areas', 'building performance', and 'contamination'.
Land use	<p>The site is located in the 'Events and Sport' land use area. The proposal directly supports the objectives of this land use area to:</p> <ol style="list-style-type: none"> <li><i>Continue the legacy of Sydney Olympic Park as a high performance sports and events destination.</i></li> <li><i>Support the vitality of the sports and events functions of Sydney Olympic Park with other entertainment and hospitality venues.</i></li> <li><i>Enhance tourism opportunities within Sydney Olympic Park to attract a diverse mix of visitors.</i></li> <li><i>Enhance wayfinding between public transport services and sport and events venues.</i></li> </ol> <p>The night-time nature of the proposal also supports key night-time economy objectives:</p> <ol style="list-style-type: none"> <li><i>Foster a thriving Urban Centre that is active throughout the day, evening and night.</i></li> <li><i>Support a mix of night-time retail offerings and activities to meet the diverse social and cultural needs of the community.</i></li> <li><i>Support the local economy and creative industries.</i></li> </ol>
Public Open Space & Public Facilities	The Master Plan identifies the area around the Stadium as 'Civic Space'. The proposal would be complementary to the character and civic use of the space and would add to the range of uses the space could be used for.
Movement	The proposal does not affect transport requirements or impact on pedestrian movements or connectivity on the site. Targeted use if the projection could assist to encourage public transport use and assist with event transport updates, facilitating achievement of strategic planning objectives for the site.
Built Form	The built form controls are not relevant to the proposal, which does not include any building works.

#### 4.7 Character Areas: Stadia Precinct

Character Statement	<p>The proposed projection which celebrates sporting achievements and has the potential to promote events and improve event day atmosphere, would support the desired future character of the Stadia Precinct to <i>"be the premier events and entertainment destination within Sydney Olympic Park"</i> and <i>"amplifies the enduring legacy of the Sydney 2000 Games and will continue to host entertainment and sports spectators"</i>.</p> <p>It would also be delivered without affecting the architecture of the iconic landmark stadium, identified as being synonymous with Sydney Olympic Park.</p> <p>The character statement also identifies future changes to the arrival experience with new landscaping including raised gardens that will increase tree canopy coverage, reduce heat impacts and enhance biodiversity. As discussed in the following section, the proposal would not preclude these future changes at the site.</p>
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Layout and Land Use	<p>The Master Plan envisages new raised gardens in the pedestrian forecourt area to the east of the Stadium, but also recognises the importance of the area as part of the Stadia operational zone (refer <b>Figure 17</b>). At its stage the proposal is in concept form only and a timeframe for delivery of the gardens is not yet known. It is also unclear if it is proposed to retain or remove some of the Lighting Towers as part of the landscape works. It is considered that subject to appropriate future detailed design, there would be no reason that the raised gardens could not be provided in conjunction with retaining the proposed projection mural on the site (if still operational at that time). Any amendments needed to infrastructure provision or location, if required in the future, could readily be accommodated within the forecourt area as appropriate.</p>
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**Figure 18: Extract for Stadia Precinct layout and development sites plan**  
(source: Master Plan 2050)

Built Form	The built form controls are not relevant to the proposal, which does not include any building works.
Public Open Space	<p>The proposal would not affect the provision of public open space identified in the Master Plan, and would be consistent with the objectives and design guidelines which encourage:</p> <ul style="list-style-type: none"> <li>• vibrancy of public space along Olympic Boulevard to improve the experience day-to-day and during events,</li> <li>• providing more opportunities for gathering and public activation of this space,</li> <li>• integration of public art into open space,</li> <li>• maintenance of crowd management requirements and unimpeded pedestrian movements.</li> </ul>
Movement	The proposal does not affect transport requirements or impact on pedestrian movements or connectivity on the site. Targeted use of the projection would assist to encourage public transport use and assist with event transport updates, facilitating achievement of strategic planning objectives for the site.



## 5.5 State Environmental Planning Policy (Industry and Employment) 2021, (Chapter 3: Advertising and Signage)

The default projection would be considered a public artwork and therefore the provisions of Chapter 3 of the Industry and Employment SEPP would not apply to this aspect of the proposal.

However, the proposal seeks flexibility to occasionally also include other images related to game day and events, venue partners, way finding information and other images as outlined in Section 2 of this report. Many of the proposed alternate images may be considered 'signage' under the provisions of Chapter 3 of the Industry and Employment SEPP, which includes all '*signs, notices, devices, representations and advertisements that advertise or promote any goods services or events*'.

An assessment of the proposed alternative uses of the projection against the relevant provisions of the SEPP has therefore been undertaken, as set out in Tables 3 and 4.

**Table 3 | Industry and Employment SEPP Compliance Assessment**

Section	Criteria	Comments	Compliance
<b>Part 3.1 Preliminary</b>			
3.1 Aims, objectives etc	<p>To ensure that signage (including advertising) –</p> <ul style="list-style-type: none"> <li>• Is compatible with the desired amenity and visual character of an area</li> <li>• Provides effective communication in suitable locations</li> <li>• Is of high quality design and finish</li> </ul> <p>To regulate signage (but not content) under Part 4 of the Act</p> <p>To provide time-limited consents for the display of certain advertisements</p> <p>To regulate the display of advertisements in transport corridor</p> <p>To ensure that public benefits may be derived from advertising in and adjacent to transport corridors.</p>	<p>The proposed development is compatible with the desired amenity and visual character of the area (refer to discussion in Section 6.1), provides a method of effective communication directly related to the events and use of the precinct in a highly visible location within the precinct, and utilises the existing high quality finish of the Stadium façade.</p> <p>The proposal meets all applicable regulations.</p> <p>Use of the projection as 'signage' could be time-limited by an appropriate condition if necessary. This does not apply to use as a public artwork.</p> <p>Not applicable – as not in a transport corridor</p>	Yes / N/A
<b>Part 3.2 Signage Generally</b>			
3.6 Granting of consent to signage	<p>The signage is to be consistent with the objectives of this Policy.</p> <p>The signage is to satisfy the assessment criteria in Schedule 5.</p>	<p>The proposed development is consistent with the relevant objectives of the SEPP as outlined above.</p> <p>See relevant assessment in <b>Table 4 4.</b></p>	<p>Yes</p> <p>Yes</p>

Section	Criteria	Comments	Compliance
<b>Part 3.3 Advertisements</b>			
3.11 Matters for consideration	<p>The advertisement or advertising structure is to be:</p> <ul style="list-style-type: none"> <li>consistent with the objectives of this Policy</li> <li>assessed in accordance with the assessment criteria in Schedule 5 and is acceptable in terms of its impacts</li> <li>satisfies any other relevant requirement of this Policy.</li> </ul>	<p>The objectives are considered above.</p> <p>The proposal has been assessed in accordance with the assessment criteria in Schedule 5 in <b>Table 4</b> and as demonstrated throughout this report, is acceptable in terms of impacts. All other relevant requirements are addressed in this table.</p>	Yes
3.12 Duration of consents	A consent granted under this Part ceases to be in force on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 4 (20) of the Act.	Use of the projection other than for public artwork could be limited by an appropriate condition if necessary.	Yes
3.15 Advertisements with display area greater than 20 square metres or higher than 8 metres above ground	<p>This section applies to an advertisement that has display area greater than 20 square metres, or that is higher than 8 metres above the ground.</p> <p>Consent must not be granted unless:</p> <ul style="list-style-type: none"> <li>the applicant has provided an impact statement that addresses the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and</li> <li>the consent authority gave a copy of the application to TfNSW before the application is exhibited if the application is an application for the display of an advertisement to which section 3.16 applies.</li> </ul>	<p>This section applies as the proposal has a display area greater than 20m<sup>2</sup> and is higher than 8m.</p> <p>An assessment against Schedule 5 is set out in <b>Table 4</b> below, and as demonstrated throughout this report, the proposal is acceptable in terms of impacts</p> <p>Clause 3.16 does not apply as the proposed projection is not within 250 metres of, and visible from a classified road</p>	Yes
3.17 Advertising display area greater than 45 square metres	<p>Consent must not be granted to the display of an advertisement with an advertising display area greater than 45 square metres unless—</p> <ul style="list-style-type: none"> <li>a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct, or</li> </ul>	The Sydney Olympic Park Commercial Signage Policy serves the same function as a Development Control Plan (DCP) and has been prepared on the basis of an advertising design analysis for the area. Refer to detailed assessment against that policy at assessment in <b>Table 5</b> .	Yes

Section	Criteria	Comments	Compliance
	<ul style="list-style-type: none"> <li>in the case of the display of an advertisement on transport corridor land, the consent authority is satisfied that the advertisement is consistent with the Guidelines.</li> </ul>	The proposal is not on transport corridor land.	
3.18 Location of certain names and logos	<p>The name or logo of the person who owns or leases an advertisement or advertising structure must:</p> <ul style="list-style-type: none"> <li>appear only within the advertising display area</li> <li>not be greater than 0.25 square metres</li> <li>be included in calculating the size of the advertising display area.</li> </ul>	No name or logo is proposed	Yes
3.23 Special Promotional Advertisements	<p>A person may, with the consent of the consent authority, display a special promotional advertisement on land zoned for business, commercial or industrial purposes.</p> <p>Consent may be granted if:</p> <ul style="list-style-type: none"> <li>a DCP applies to the land that has been made having regard to a public art policy of the consent authority and the display of the advertisement is consistent with the DCP, and</li> <li>the display of the advertisement is limited in time to a total of 3 months in any 12-month period, and</li> <li>any product image or corporate branding does not occupy more than 5% of the advertising display area and accords with the public art policy of the consent authority.</li> </ul> <p>A special promotional advertisement may cover the entire facade or hoarding of a building or site, subject to this section.</p>	<p>Approval is sought to occasionally display special promotional advertisements, which are defined as an advertisement for an activity or event of a civic or community nature. The site is on land zoned for business or commercial purposes.</p> <p>The Sydney Olympic Park Commercial Signage Policy serves the same function as a DCP and includes specific provisions for Special event promotional signage and consideration of the Public Art policy of SOPA. Refer to assessment in <b>Table 5</b>.</p> <p>A condition of consent could be applied to ensure such messaging would not be displayed for more than a total period equivalent to 3 months per annum and that corporate branding would occupy less than 5% of the advertising display area.</p>	Yes

**Table 4 | Industry and Employment SEPP Schedule 5 Compliance Table**



Assessment Criteria	Comments	Compliance
1 Character of the Area		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The proposal is compatible with the character of the Stadia Precinct in Sydney Olympic Park: refer to discussion in Section 6.1 below.	Yes
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	There is no specific theme for this format of signage in the area.	N/A
2 Special Areas		
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?	The proposed projection is not located within, nor does it detract from the amenity or visual quality of any environmental sensitive, natural, conservation, open space, waterway, rural landscape, or residential zone. The proposed projection is not located in a heritage area, and as discussed In Section 6.2, would not impact on any nearby heritage items.	Yes
3 Views and Vistas		
Does the proposal obscure or compromise important views?	The proposed projection does not obscure any views, does not impact the skyline, reduce the quality of any vistas or obstruct sight to any other structures.	Yes
Does the proposal dominate the skyline and reduce the quality of vistas?		Yes
Does the proposal respect the viewing rights of other advertisers?		Yes
4 Streetscape, Setting or Landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the proposed projection is appropriate for the setting, being an events area, characterised by very large scale structures with significant illumination in the evenings. Refer to discussion in Section 6.1	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed projection will make a significant contribution to the visual interest of the setting, including the atmosphere on event days.	Yes
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	There is no need to remove any signs: The proposal does not add to visual clutter as it does not include any sign 'structure', and when not in operation, will have no visual impact. There is an opportunity to remove some redundant equipment from some of the lighting towers to assist with reducing visual clutter impacts in this regard: refer to discussion in Section 3.2.6.	Yes
Does the proposal screen unsightliness?	The proposal does not screen unsightliness.	N/A

Assessment Criteria	Comments	Compliance
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed projection on to the stadium façade does not protrude above buildings, structures or tree canopies.	Yes
Does the proposal require ongoing vegetation management?	The proposed projection does not require any ongoing vegetation management.	Yes
<b>5 Site and Building</b>		
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	Although large in the context of traditional signage, when considered in the context of the very large scale of the Stadium and the Precinct, the scale of the proposed projection is relatively modest.	Yes
Does the proposal respect important features of the site or building, or both?	The projection is specifically designed to be compatible with the scale and proportions of a key building element: being the façade louvres.	Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	It is an innovative way of displaying art and messaging, while also ensuring the key elements of the building façade remain legible.	Yes
<b>6 Associated Devices and Logos with Advertisements and Advertising Structures</b>		
Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	No devices are required or proposed to be installed on the structure of the display area. Projection devices and associated equipment are proposed to be installed on the Plaza Lighting Towers, which were specifically designed to house infrastructure of this nature.	Yes
<b>7 Illumination</b>		
Would illumination result in unacceptable glare?	The proposed 'projection' only emits light from the projectors towards the stadium façade. It would not result in any glare impacts outside of the path of the projection.	Yes
Would illumination affect safety for pedestrians, vehicles or aircraft?	As the path of light between the projectors and the façade is: elevated well above the pedestrian level; well below the aircraft level; and not within a road carriageway, it would not affect safety for pedestrians, vehicles or aircraft.	Yes
Would illumination detract from the amenity of any residence or other form of accommodation.	There is no light spill outside of the designated projection area and therefore no amenity impact to any residence or accommodation.	Yes
Can the intensity of the illumination be adjusted?	As the proposal result in no glare impacts or light spill, there is no need to adjust the illumination levels.	Yes
Is the illumination subject to a curfew?	It is proposed to operate the projection until 11.30pm.	Yes
<b>8 Safety</b>		
Would the proposal reduce safety for any public road?	The proposal would not adversely impact on road safety (refer to Section 6.3 of this report).	Yes

Assessment Criteria	Comments	Compliance
Would the proposal reduce safety for pedestrians or bicyclists?	The proposal would not adversely impact safety for pedestrians or cyclists (refer to Section 6.3 of this report).	Yes
Would the proposal reduce safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposal would not obscure any sightlines	Yes

## 5.6 Sydney Olympic Park Commercial Signage Policy

The Sydney Olympic Park Commercial Signage Policy applies to the assessment of the proposal, other than for projection for the purpose of public art or for way finding purposes. An assessment of the proposed alternative uses of the projection against the relevant provisions of the policy has therefore been undertaken, as set out in Table 5.

**Table 5 | Consideration of Sydney Olympic Park Commercial Signage Policy.**

Provisions	Discussion
<b>General Provisions</b>	
<b>General requirements for all signage</b>	
a. Commercial signage must satisfy the definitions in this policy.	Complies.
b. Business identification signs are restricted to one (1) top of building sign, one (1) wall sign and one (1) under awning sign per building elevation.	The proposal is not for business identification signage.
c. Where a building is occupied by more than one (1) business, the number of signs is limited to those necessary to identify each business. Visual clutter must be minimised by the use of composite signs where possible.	Not applicable.
d. Signs must be well designed, appropriate in colour and scale so as to complement the building and streetscape and mitigate the cumulative impact of signage within the vicinity.	The projection is designed to complement and highlight an architectural feature of the building, (the louvres) integrating into the overall appearance of the building.
e. Signage must respect the character of heritage items and conservation areas and accord with the relevant Conservation Plan of Management.	No heritage impacts; refer to discussion in Section 6.2.
f. Signage must not visually impact on key views and vistas within major transport and pedestrian corridors in Sydney Olympic Park as identified in the Sydney Olympic Park Master Plan 2050.	The signage would be visible within an identified key view in Master Plan 2050 (towards the Stadium), but would not adversely impact on the view.
	No impacts to views or sightlines.



Provisions	Discussion
<p>g. Signage must not obscure views or sightlines along Australia Avenue leading into and out of Sydney Olympic Park.</p> <p>h. Signage must not obscure views or sightlines or distract road users and/ or pedestrians through high levels of illumination or form of advertising. Signs must be consistent with the National Light Pollution Guidelines for Wildlife 2023.</p> <p>i. Signage must not detract from the environmental significance and character of the Parklands.</p> <p>j. Signage must be installed and maintained in accordance with the relevant Australian Standards.</p> <p>k. Any signage on or within the vicinity and visible from a classified road is to be consistent with the road safety criteria in the NSW Transport Corridor Advertising and Signage Guidelines.</p> <p>l. A Road Safety Report may need to be submitted if the special promotional sign is visible from a classified road or may in the opinion of the Authority reduce the safety of any road user.</p> <p>m. Signage in accordance with this policy must be clearly differentiated from wayfinding signage in Sydney Olympic Park.</p>	<p>Signage would not obscure views or sightlines and would not distract road users due to high levels of illumination – refer to discussion in Section 6.3. In the context of illumination of the stadium and wider area, the proposal would be of no impact in terms wildlife and would meet all relevant guidelines. The proposed projection will not be visible from or affect the character of the Parklands.</p> <p>All relevant Australian Standards will be met.</p> <p>The proposal is not in the vicinity of / visible from any classified roads.</p> <p>The proposal is not in the vicinity of / visible from any classified roads.</p> <p>When operating as alternate non-commercial messaging, the proposed projection would be clearly distinguishable from way finding purposes.</p>
<b>Sign content</b>	
<p>a. Sign content is to comply with the Advertising Code of Ethics, Outdoor Media Associations Code of Ethics, the Tobacco Advertising Prohibition Act 1992 and Liquor and Gaming NSW regulations.</p> <p>b. Sign content is to relate directly to a business, use, or activity carried out on or associated with the premises, except where the sign: is incorporated with a bus shelter and street furniture; is in conjunction with the provision of public infrastructure; incorporates sponsorship acknowledgements.</p> <p>c. All advertising signs are to be displayed in English. Any translation into another language must not be larger than the English letters or characters. All translations must accurately reflect the English messaging.</p> <p>d. Sponsorship acknowledgement is limited to the sponsor's name and logo and must not exceed 10% of the display area of the sign.</p> <p>e. Third party advertising signage shall only be permitted in limited locations within Sydney Olympic Park where it is demonstrated that it will enhance and not adversely affect the</p>	<p>Sign content will comply with all requirements</p> <p>Sign content will relate directly to activities associated with the use of the Stadium or the Precinct.</p> <p>All signs will be in English</p> <p>Any future display which includes sponsorship acknowledgment can be designed to ensure it does not exceed 10% of the display area and this can be ensured through an appropriate condition of consent.</p> <p>Third party advertising is not proposed: content will relate directly to activities associated with the use of the Stadium or the Precinct.</p>

Provisions	Discussion
<p>visual quality, amenity, vibrancy and safety within the Sydney Olympic Park.</p> <p>f. Third party advertising content shall only be permitted on a sign facing or located within a public space and where the Authority is satisfied that the sign: i. is consistent with the policy objectives and general requirements of this Policy; ii. is compatible with the desired precinct description as outlined in the Sydney Olympic Park Masterplan 2050; iii. promotes a service, activity or event within Sydney Olympic Park; iv. will enhance the visual quality of the public domain; v. will contribute to the vibrancy and night life activity of the public domain; vi. will provide public benefit as outlined in Chapter 3 of the State Environmental Planning Policy (Industry and Employment) 2021.</p>	
<p><b>Illumination of signs</b></p> <p>a. The intensity and hours of illumination must not unreasonably impact the amenity of existing and future residents, visitors, wildlife or ecosystems in Sydney Olympic Park.</p> <p>b. Illuminated signs must comply with the relevant Australian Standards (AS4282 Control of the Obtrusive Effects of Outdoor Lighting) regarding night-time luminance.</p> <p>c. Subject to the location of an illuminated sign and its impact on the amenity of residents, future residents or wildlife in Sydney Olympic Park, the Authority may require illumination to be controlled/ reduced between the hours of 11pm and 7am.</p> <p>d. Illuminated signs must limit the light spill beyond the subject sign and must not compromise safety of pedestrians, cyclists, motor vehicles, or aircraft.</p> <p>e. Flashing, pulsating, or flickering lights are not permitted.</p> <p>f. Electric wiring or cabling to illuminate signs must be adequately concealed.</p> <p>g. Where an illuminated sign or advertisement is expected to generate high levels of energy use based on size, hours of operation or illumination source, the signage is to be powered by: i. onsite renewable energy of a capacity to provide the energy required to illuminate the sign; ii. the purchase of a renewable energy product offered by an electricity supplier equivalent to the estimated annual amount of electricity used.</p>	<p>Unlike other forms of illuminated signs, the proposed projection only results in the emission of light between the projectors and the target area on the façade of the Stadium. There is no light spill outside of this area and therefore no impacts to any residents, visitors, wildlife or ecosystems. Refer to letter from Electric Canvas at Appendix B, which confirms there would be no light spill from the proposal and therefore there would be full compliance with AS4282.</p> <p>It is only proposed to operate the projection from sunset to 11.30pm and the projection would result in no adverse impacts to the amenity of residents or wildlife.</p> <p>There would be no light spill beyond the projectors and the projection onto the Stadium façade, being at least 8.3 m above the ground in a location that could not affect pedestrians, cyclists, motor vehicles, or aircraft.</p> <p>Flashing / pulsating light is not proposed.</p> <p>All electric wiring to the projectors will be appropriately concealed from view, with exact details able to be provided to SOPA engineers prior to construction.</p> <p>The proposal is not expected to generate high levels of energy use. Power will be sourced from SOPA infrastructure and it is noted that the lighting towers already incorporate renewable energy solar panels.</p>

Provisions	Discussion
<b>Digital signage</b>	
a. Digital signage is generally only permitted at the ground floor level of a building within Sydney Olympic Park.	The proposal includes digital signage above ground floor level as it seeks to make use of a proposed projection artwork for occasional alternate use as a sign, that would enhance the special use of the area for events. In this context the use of digital signage above ground floor level is a superior design outcome to the usual form of digital signage envisaged by the DCP and is considered to be acceptable in this case.
b. Digital signage is not encouraged above ground level of a building unless the Authority is of the opinion that the proposal demonstrates a superior design outcome that meets all of the development controls in this Policy.	The projection artwork / signage is designed to complement and enhance the character of the building by making use of and highlighting an architectural element on the façade. It would also enhance the desired character of the precinct as it highlights the special events and sporting achievements which the precinct is designed to support and would positively contribute to the atmosphere of the event space.
c. Digital signage must not result in a visual impact that detracts from the desired character of a building, precinct, streetscape, open space or public domain.	The projection does not result in any glare or light emission, other than between the projectors and the façade surface which in no way affects the public domain, Parklands, residential, hotel or other uses.
d. Digital signage is not to result in obtrusive light that will create unacceptable glare, affect the safety of public domain users or detract from the amenity of the Parklands, residential accommodation, serviced apartments or hotel accommodation.	Transport Corridor Outdoor Advertising and Signage Guidelines (the Guidelines) were designed for and apply to signs located within transport corridors designed specifically for advertising aimed at passing motorists. In this case the projection will not be visible from a transport corridor / classified road, and the Guidelines therefore do not apply. Although visible from the nearby roadways, the projection would be located well outside of the roadway and more than 90 metres from drivers. Nevertheless, the proposal would be consistent with the intention of the Guidelines as it would not result in road safety impacts.
e. Digital signage that is visible to motorists or from a road corridor must be consistent with the digital sign criteria in the Transport Corridor Outdoor Advertising and Signage Guidelines 2017.	A traffic safety impact review usually only applies to signs within a transport corridor or visible from a classified road. Pre-DA discussions with SOPA did not identify the need for a traffic safety impact assessment and the proposal is not considered likely to impact road safety noting there would be no light spill to the roadway.
f. Digital signage is not to result in a negative safety impact for road users. A traffic safety impact assessment may be required if a digital sign is: i. greater than 10m <sup>2</sup> ; ii. located in an area of Sydney Olympic Park that may impact on road or pedestrian safety	
g. Digital signage is not to detract from the significance of a heritage item or conservation area.	The proposal would not detract from the significance of nearby heritage items / conservation area: refer to discussion in Section 6.2.
h. All new digital signage should demonstrate energy efficiency through a renewable energy source or be off set with green power.	The proposal will not generate significant energy use. Power will be sourced from existing SOPA infrastructure and the existing lighting towers already incorporate solar panels.



Provisions	Discussion
<p>i. Digital signage is to provide a public benefit in accordance with State Environmental Planning Policy (Industry and Employment) 2021. Unless otherwise specified by the Authority, the public benefit is to be satisfied by making 5% of advertising time available free of cost for use by the Authority to display public information, messages and promote events</p>	<p>It is intended that the projection would be used on occasion for display of public information, messaging and promotion of events in conjunction with SOPA requirements.</p>
<b>Sponsor Signage and Naming Rights</b>	
<p>a. Sponsor signs are restricted to one (1) top of building sign, one (1) wall sign and one (1) under awning sign per building elevation. Logos are not to be larger than 10% of the mounting wall or surface.</p> <p>b. Sponsor signs are to be well designed and appropriate in colour and scale so as to complement the stadium/ building and streetscape.</p> <p>c. Sponsor signs are to be carefully positioned in locations between architectural elements such as awnings, windows, doors and parapet lines. Signs are not to conceal, partially or totally cover, or detract from significant architectural features.</p> <p>d. Sponsor signage should not create unacceptable visual clutter taking into account existing signs, neighbouring buildings, the streetscape and the cumulative effect of signs.</p> <p>e. Naming of stadia/ buildings is to avoid conflict and/ or confusion with wayfinding signage in Sydney Olympic Park.</p> <p>f. All sponsor signage is to be removed and made good at the end of naming rights period.</p> <p>g. Sponsor signage is to avoid confusion with the name of the facility.</p>	<p>It is not proposed to use the projection for sponsorship signage / stadium naming which already exists on the Stadium.</p>
<b>Wayfinding</b>	
<p>a. This Policy does not apply to wayfinding and directional signage within Sydney Olympic Park.</p> <p>b. Wayfinding and directional signage within Sydney Olympic Park are to comply with the current Sydney Olympic Park Wayfinding Signage Strategy.</p> <p>c. Signage is not to include directional arrows or features that could be misinterpreted as wayfinding.</p> <p>d. Signage is not to obscure or block any views towards wayfinding or directional signage.</p> <p>e. Signage is to give regard to wayfinding signage in terms of its location, design and size to ensure it does not impact on the purpose and design of wayfinding signage in</p>	<p>The projection may occasionally be used for venue safety, crowd control wayfinding and transport update purposes.</p>

Provisions	Discussion
accordance with the current Sydney Olympic Park Wayfinding Signage Strategy.	
<b>Signage and Public Art</b>	
<ul style="list-style-type: none"> <li>a. Signage and public art are to be clearly distinguishable in accordance with the definitions provided in Attachment 1 of this Policy.</li> <li>b. Public art is not to include any features or elements that could be considered as advertising content with the exception of an event endorsed by the Authority.</li> <li>c. Public art is not to include any features or elements that could be misinterpreted as wayfinding or directional signage.</li> <li>d. Public art must be relevant and appropriate to the context of its site.</li> <li>e. Public art must not adversely impact public safety or the public's access to and use of the public domain.</li> <li>f. Public art must be consistent with the current planning, heritage and environmental policies at the time of completion.</li> <li>g. The installation of public art must be undertaken in accordance with a Plan of Management approved by the Authority. The Plan of Management must address maintenance and durability of the public art.</li> </ul>	<p>It is proposed to use the projection for both purposes: signage and public art. For the majority of the time, the projection will function as public art and this use will be clearly distinguishable from use of the projection as signage for any other form of messaging.</p> <p>The proposed public art projection (described in detail in <b>Section 3</b>) does not include any images that would be considered to be advertising content, or that could be considered to be wayfinding or directional.</p> <p>Being a celebration of a sporting achievement, it is entirely appropriate for the context of the site.</p> <p>The proposed projection would have no adverse consequences for public safety or access or use of the public domain.</p> <p>It would not result in any inconsistencies with applicable policies.</p> <p>Unlike a physical structure in the public domain, the proposed projection does not require ongoing maintenance, and therefore a Plan of Management (POM) is not considered necessary in this case. However, if required, a POM can be provided prior to installation.</p>
<b>Signage Types and Controls</b>	
<b>Signage requirements for advertising and special event promotional signage</b>	
This section contains additional provisions that are applicable to specific types of advertising signs.	
<b>General requirements</b>	
<ul style="list-style-type: none"> <li>a. The duration of advertising signage consents is limited to a maximum period of 15 years, in accordance with Clause 3.12 of Chapter 3 of the State Environmental Planning Policy (Industry and Employment) 2021.</li> <li>b. The duration of advertising signage may be reduced below 15 years to correspond with a specified operational period.</li> <li>c. Should not have a detrimental impact on the amenity of residents or the surrounding environment and habitat.</li> <li>d. Should enhance the visual quality of the public domain.</li> <li>e. Should not contribute to or create a cumulatively unacceptable visual clutter.</li> </ul>	<p>Use of the projection other than for public artwork could be limited by an appropriate condition if necessary.</p> <p>In the context of the existing large, illuminated Stadium building, the proposed projection would not result in additional visual, illumination or other impacts for any residential premises, the surrounding environment generally or for any habitat areas. Refer to discussion in Section 6.</p> <p>The proposal is designed to enhance the quality and utility of the pedestrian plaza in front of the stadium. The proposal will be a unique display which highlights an architectural element of the stadium</p>

Provisions	Discussion
f. Should provide a public benefit in accordance with this policy to the satisfaction of the Authority	<p>façade and therefore will be visually distinguished from other signs and will not add to visual clutter.</p> <p>Apart from the public benefits of the public art display, the potential use of the projection for venue safety, wayfinding, crowd control messaging, NSW Government travel initiatives on egress, infrastructure and transport updates, support of other government initiatives such as Vivid, and other precinct support initiatives, demonstrates the wide range of public benefits that will be provided.</p>

### Special event promotional signage

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|--|---|
| <ul style="list-style-type: none"> <li>a. Will only be permitted under this policy where the Authority is of the opinion that the signage is in the public interest or provides public benefit.</li> <li>b. Is to be related to a major event or community event in the Town Centre or Parklands.</li> <li>c. Is to be of high visual quality and compatible with the character of the building.</li> <li>d. Must be compatible with the significance of any heritage item or conservation area and consistent with any relevant Conservation Management Plan if located near a heritage item or within a heritage precinct.</li> <li>e. Where attached to an occupied building, is not to restrict access to sunlight, outlook or ventilation, or access to and from the building.</li> <li>f. Must not include corporate markings, logos, branding or similar, being more than 5% of the total sign area, in accordance with Section 3.23 of Chapter 3 of the State Environmental Planning Policy (Industry and Employment) 2021.</li> <li>g. The display of special promotional signage for an activity or event shall not be permitted: i. earlier than 14 calendar days prior to the activity or event; ii. more than 2 calendar days following the activity or event.</li> <li>h. May be illuminated, however must satisfy the requirements for sign illumination in this policy and be turned off between 11pm and 7am if the sign is visible from a residential premise or adjacent to Parklands or a sensitive receiver.</li> <li>i. Is not to reduce the safety of road and/or pedestrian users.</li> <li>j. Is to be installed and secured in accordance with relevant Australian Standards.</li> </ul> | <p>The type of signage intended to be regulated by this section are the short-terms signs such as banners and flags affixed to poles in the public domain and typically used to promote upcoming events.</p> <p>Therefore some of the controls, particularly those relating to timeframes for display and illumination which were designed with these types of signs in mind, are not relevant to the proposal.</p> <p>The use of the projection on a building that is specifically designed to hold special events, for the purpose of promoting the special events within that building, should be distinguished from other special event signs located in the public domain to promote events on other sites, or within the precinct generally.</p> <p>Nevertheless, use of the projection to promote major or community events at the stadium or within the precinct would meet the intention of the controls as it would:</p> <ul style="list-style-type: none"> <li>• be of a high visual quality compatible with the character of the building and precinct</li> <li>• not affect the heritage significance of any nearby heritage items</li> <li>• would not affect the use or amenity of the stadium</li> <li>• would not affect road or pedestrian safety.</li> </ul> |
|--|---|

*Note: Special promotional signage may include A-frames, banners, flags and fabric signs securely fixed to existing buildings or pole infrastructure provided by the Authority.*



Provisions	Discussion
<b>Public Benefit Test</b>	
<ul style="list-style-type: none"> <li>a. Any proposed advertising or special promotional signage must demonstrate an appropriate public benefit.</li> <li>b. Public benefits must be considered and agreed upon by the Authority before approval can be given for the signage.</li> <li>c. Public benefit can be provided as a monetary contribution or as an 'in-kind' contribution in accordance with the provisions of the Environmental Planning &amp; Assessment Act 1979.</li> <li>d. Both monetary and in-kind contributions must be linked to improvements in local community services and facilities including benefits such as: i. free advertising time to promote a service, event, community information or emergency message on or behalf of the Authority or other government agency; ii. demonstrates improved public amenity within Sydney Olympic Park; iii. demonstrates improved road/ pedestrian safety; iv. supports an awareness or environmental program within Sydney Olympic Park.</li> </ul>	<p>Apart from the public benefits of the public art display, the potential use of the projection for functions such as venue safety, wayfinding, crowd control messaging, NSW Government travel initiatives on egress, infrastructure and transport updates, support of other government initiatives such as Vivid, and other precinct support initiatives, demonstrates the wide range of public benefits that are able to be provided.</p>
<b>Light projection signage</b>	
<ul style="list-style-type: none"> <li>a. Light projection signage is not permitted, except: i. when part of the Authority's Public Art Program, or ii. as a special promotional advertisement compliant with the requirements for special promotion signage in this Policy.</li> <li>b. Light projection signage must not have a detrimental impact on the amenity of residents, surrounding environment, sensitive habitats or road safety.</li> <li>c. Light projection signage is not to be displayed during day time hours, and not after 11pm from Sunday to Thursday or at any other time as determined by the Authority.</li> <li>d. Light projection signage is to satisfy the requirements for sign illumination in this Policy.</li> </ul> <p><i>Note: An application for planning approval for a light projection sign must be accompanied by consent of the landowner of the property that contains the source of projection and any property that forms part of the surface for the image to be projected upon</i></p>	<p>The primary intended use of the projection is for public art, and the Applicant therefore seeks to have the projection included in the Public Art Program. Other intended uses would be considered to be for special promotional purposes or for other public benefit purposes as described throughout this report.</p> <p>As described throughout this report, the proposal would not have a detrimental impact on any resident amenity, surrounding environment, sensitive habitats or road safety.</p> <p>Proposed hours of operation would be sunset to 11.30pm. The additional 30 minutes beyond 11.00 pm would ensure the signage could be used for key transport messaging and crowd control at the end of events. The additional 30 minutes would not result in any unacceptable amenity impacts as discussed Section 6.</p> <p>Complies: refer to relevant discussion above within this table.</p> <p><i>The Sydney Olympic Park Authority owns the Lighting Towers and the land on which they are located. Owners Consent has been provided.</i></p>

## 6 Assessment of Key Issues

### 6.1 Urban Design and Visual Impacts

#### 6.1.1 Area Character

As described in Sections 5.2 and 5.3, the site is located within the 'Stadia Precinct', which is the premier events and entertainment destination within Sydney Olympic Park.

The precinct is synonymous with its landmark iconic stadiums, including Stadium Australia, which provide the primary drawcard for visitors to the area. Master Plan 2050 identifies that the '*Stadia Precinct amplifies the enduring legacy of the Sydney 2000 Games and will continue to host entertainment and sports spectators*'.

In the evenings, particularly on event days, the Stadium and the surrounding precinct present as a vibrant, illuminated and activated destination as seen in Figure 19. It includes numerous illuminated elements in a variety of colours and scales.



**Figure 19: Character of the Stadia Precinct at night**

(source: Venues NSW)

In this context, the proposed projection would be entirely consistent with the existing character of the area, the presentation of the stadium to the adjoining public domain, and therefore would not result in any adverse visual impacts for the character of the area. Further, through the presentation of images that celebrate key events for which the precinct and the Stadium are infamous, the proposed projection would assist to further enhance the character of the area consistent with strategic aims identified in the applicable Master Plans.

It is noted that draft Master Plan 2050 envisages some changes to the character of the area in the future, notably additional landscaping and tree planting in the pedestrian plaza area. The proposal would not preclude these future changes or adversely impact any future character that includes additional landscaping.

### 6.1.2 Visual Impact of Projection Equipment

The only visible physical elements associated with the proposal are the projectors and associated air conditioning units proposed to be located on the Plaza Lighting Towers (Towers 2, 3 and 5), located in the pedestrian forecourt adjacent to the Stadium. The towers were specifically designed to provide a range of different infrastructure functions on small / elevated footprints so that large crowds of people could still flow easily between the venues. In this regard, they have a somewhat utilitarian and industrial appearance.

To minimise the visual impacts of the proposal, the projector enclosures and air-conditioners have been carefully designed to:

- locate the equipment on the trusses between the concrete pylons, which assist to partially screen the equipment
- utilise external finishes which complements existing materials on the tower to ensure it is not visually obtrusive
- incorporated painting and finishing of all servicing / conduit to match the existing finishes on the towers.

As demonstrated in figures 11, 20, 21, and Appendix A, the projector enclosures and air-conditioners would be relatively modest scale elements in terms of the overall appearance of the Plaza Lighting Towers and would not materially change the overall perception of the towers, noting the towers are primarily designed for the provision of servicing and equipment in any case.



**Figure 20: Pylon 3 existing (left) and proposed (right)**  
(source: The Electric Canvas)





**Figure 21: Pylon 5 existing (left) and proposed (right)**  
(source: The Electric Canvas)

## 6.2 Heritage

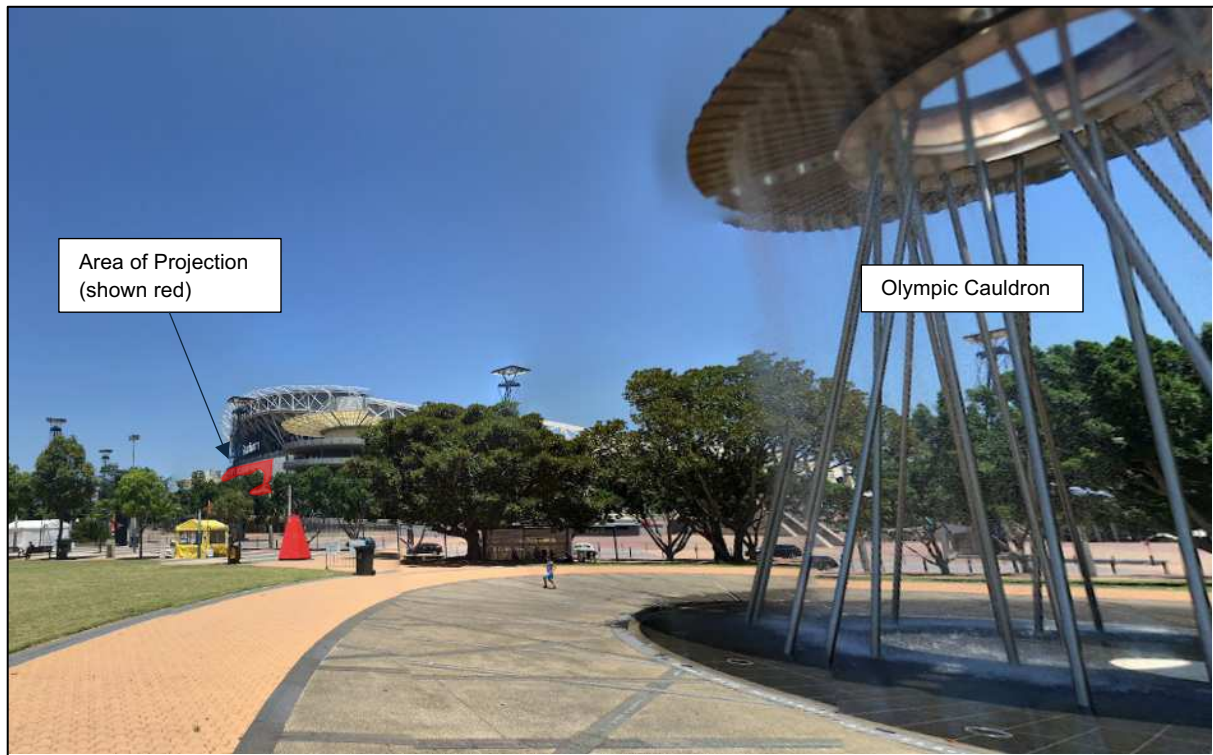
The site does not contain a heritage item, nor is it within a conservation area. There are two heritage items within the vicinity of the site and the potential for impacts to the heritage significance of these items has therefore been considered, as follows:

### 6.2.1 Olympic Cauldron at Sydney Olympic Park

The Olympic Cauldron is located in Cathy Freeman Park, approximately 175 m to the north-east of the proposed projection. It is an item of State Heritage Significance “*as the culmination of the opening ceremony of the Sydney Olympic Games on 15 September 2000 and a reminder of Sydney’s success and honour in having hosted the Millennium Games*”.

From most locations around the Cauldron, the proposed projection would not be visible or readily discernible, due to intervening landscaping / tree planting that obscures views between the site of the Cauldron and the Stadium. However, even where partially visible, such as seen in Figure 20, the proposed projection would not have any discernible impact on the setting of the heritage item or its significance, as:

- The projection is limited to the night-time period only and has no impact during day light hours;
- Due to the distance and intervening trees the projection would not be a dominant visual element or perceived as forming any part of the curtilage of the item;
- In the context of other extensive illumination in the area and the backdrop of the illuminated Stadium the projection would barely be distinguishable when viewed from the Cauldron; and
- Even if distinguishable, the projection would not detract from the significance of the item, but rather adds to the setting of the item, noting both the Cauldron and the proposed projection are aimed at celebrating important sporting moments at the Sydney Olympic Park site.



**Figure 22: View from the Olympic Cauldron to the Stadium**  
(source: Google Street View)

### 6.2.2 The Abattoir Heritage Precinct

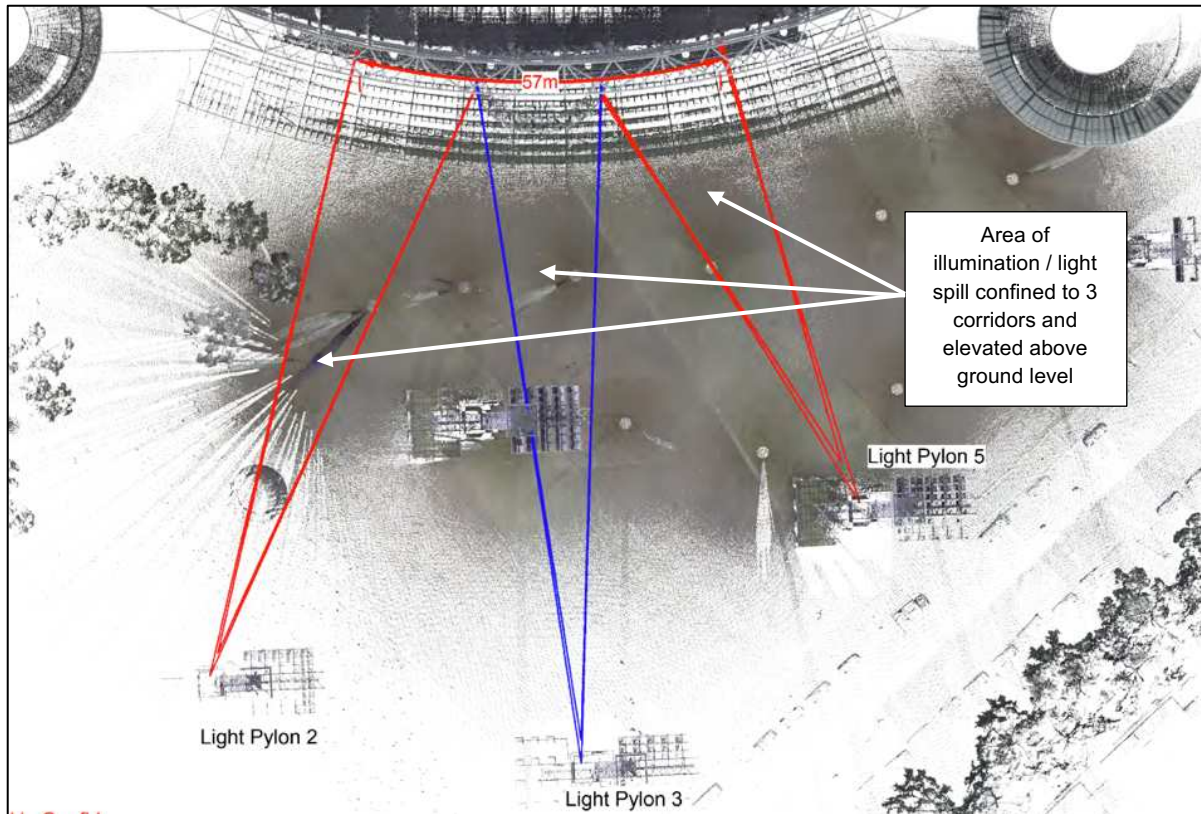
The Abattoir Heritage Precinct is located 300m to the east of the site and is a collection of 5 buildings which previously formed the administrative core of the State Abattoirs but are now used for various sporting administration offices and visitor facilities. The Precinct is significant as a rare, intact and extant component of the Homebush State Abattoirs, dating from 1913 – 1988.

For similar reasons to the Olympic Cauldron, the proposed projection will not result in any adverse impacts to the heritage significance of the Precinct, as:

- From most locations within the Precinct, the proposed projection would not be visible or readily discernible, due to intervening structures, buildings and landscaping / tree planting that obscures views between the site of the Precinct and the Stadium.
- Even where partially visible, due to the distance (300 metres) , the intervening trees, and the backdrop of other extensive illumination (refer Figure 19), the projection would barely be perceptible or seen as forming any part of the curtilage of the item.

## 6.3 Illumination: Amenity and Road Safety

As described in Appendix B, all illumination / light spill will be restricted to the space between the projectors and the façade of the Stadium, as shown in Figure 20. There will be no light spill outside of these corridors, including no material light reflected from the façade.



**Figure 23: Areas of light spill / illumination**  
(base image source: The Electric Canvas)

As such, the illumination could not cause any glare impacts to drivers as it is located entirely outside of the road corridor. Similarly, it would not affect the amenity or safety of the public domain for pedestrians or cyclists, with all projected light elevated at least 8.3 metres above ground level, well above the areas used by the public.

The projection image itself is also located well outside of the road corridor (more than 90 metres from drivers at its closest point). In regard to road safety, it is relevant to note that:

- The projection would in no way obscure or interrupt a driver's line of sight or view of the roadway.
- There are no traffic lights at any intersections where the projection is visible. The projection therefore could not confuse drivers with regard to traffic lights.
- The projection will not use flickering or pulsating images that could cause a visual distraction to drivers.

In this context, the proposed projection is not considered to result in any driver or road safety concerns.

Similarly, the proposed projection results in no amenity concerns for nearby residents. The closest residential accommodation to the site is the hotel development on the corner of Dawn Fraser Avenue and Sydney Olympic Park. Other mixed-use development, including residential land uses are located or proposed to be developed beyond the hotels, approximately 450m from the subject site. Although the projected image on the façade would be visible from these locations, there is no light spill or obtrusive light that could impact on the amenity of any residence or accommodation.

## 6.4 Social and Economic Benefits

The site is a special place for the people of Sydney and also for national and international visitors. It has historical and social significance both tangible and intangible due to the Olympic legacy, the multitude of important sporting moments and wide range of key events that have occurred at the site since its initial construction, as well as the special environment of the precinct created by the architecture of the stadia and the surrounds. These qualities influence the sense of place and identity of the Sydney Olympic Park for visitors, businesses and residents.

The proposal encourages residents and visitors to appreciate the sporting legacy of the site and its significance in new and exciting ways. It also encourages visitors to the site to see this significant place with a creative and innovative approach.

These outcomes benefit not only city and place making, but creative and community participation activities and associated quality of life outcomes for residents and visitors alike.

Use of the projection to continue to encourage and attract visitors to the site will therefore result in positive economic outcomes for the precinct and the area generally.



## 7 Section 4.15 Assessment

The proposal has been assessed against the matters for consideration established by Section 4.15(1) of the EPA Act as follows:

- (a) *the provisions of any applicable environmental planning instrument, draft instrument, development control plan, planning agreement and regulations*

Applicable statutory instruments and plans have been identified and considered in Section 5 and matters arising from those instruments and plans relevant to the assessment of this application have been considered in Section 6. The assessment demonstrates that the proposal would be consistent with all relevant statutory requirements.

- (b) *the likely impacts of the development, including environmental impacts on both the natural and built environments, and social and economic impact in the locality*

Likely impacts of the development have been considered in Section 6 where it is demonstrated that the proposal will not result in any unacceptable environmental outcomes and will otherwise result in positive social and economic benefits.

- (c) *the suitability of the site for the development*

The site is ideally suited for the proposed development, being Sydney's largest stadium and synonymous with Australian sporting achievements, including the Matildas World Cup campaign. The scale of the existing stadium can readily support the proposed projection without any material impacts to the site or surrounding area. The suitability of the site is also demonstrated through land use zoning permissibility and objectives, which support the proposed development as discussed in Section 5.

- (d) *any submissions made in accordance with the Act or regulations*

The application may be publicly notified in accordance with SOPA's notification provisions. The applicant will respond to any submissions received during the public notification period.

- (e) *the public interest*

The proposed development is considered to be in the public interest as it facilitates creative and cultural participation and appreciation of the unique legacy of the site and Australia's sporting history. It also delivers direct public benefits through the ability to provide public messaging in support of the SOPA or government initiatives. The proposal is designed to ensure it would not result in any adverse impacts for the site or surrounds.

On this basis, given the positive outcomes of the proposal and in light of the absence of significant adverse impacts, the public interest is assured.

## 8 Conclusion

This Statement of Environmental Effects has been prepared in support of a development application to The Sydney Olympic Park Authority for the purpose of a new projection mural with alternate use as signage and messaging purposes.

The Statement demonstrates the environmental impacts of the development have been appropriately assessed, with consideration given to the natural environment, built environment and social and economic impacts. The Statement confirms the development will not give rise to any unacceptable environmental impacts. In addition, the development will result in numerous positive outcomes, as:

- It is permissible with consent and meets relevant statutory requirements of applicable environmental planning instruments.
- It supports a Government initiative of celebrating and commemorating key moments in sport and entertainment at the Stadium and will recognise the moments the Matildas' brought our nation to a standstill and remind the millions of visitors to Sydney Olympic Park each year of the greatest FIFA Women's World Cup tournament in history.
- It encourages residents and visitors to appreciate the sporting legacy of the site and its significance in new and exciting ways and to visit and see this significant place with a creative and innovative approach.
- It is highly flexible and adaptable and therefore can be used for other purposes that would encourage and promote visitation to the Stadium and the Precinct, improve game-day and event-day atmosphere, provide important game-day messaging, and support other Government and community initiatives.
- It is consistent with desired future character for the Precinct which aims to amplify the enduring legacy of the Sydney 2000 Games and continue to host entertainment and sports events and spectators.
- It is an innovative way of displaying a mural without requiring new or large structures that could detract from the architecture of the place. Instead, the projection utilises and celebrates an architectural element on the building, and when turned off, leaves no trace that could detract from the building's architecture.
- It will not result in adverse environmental impacts in terms of safety, amenity, heritage or other concerns.
- It results in capital investment in the precinct, as well as other positive economic outcomes including the flow-on effects of improved visitation.
- It is demonstrated to be suitable for the site and in the public interest.

In the absence of any significant adverse environmental, economic or social impacts, and based on an assessment of the planning merits of the proposal, SOPA's approval of this application is considered warranted.